

中欧教授屡获 研究奖项

Faculty's Award- winning Research



丁远教授 Prof Ding Yuan

推 动中欧国际工商学院研究能力的举措正在结出累累硕果，近期教授们屡获颇具声望的国际奖项，便印证了这一点。获奖作品涵盖金融市场、消费行为、供应链管理和人力资源管理等领域。今年6月和7月，分别获得4项和1项荣誉。

中欧国际工商学院法国凯辉会计学教席教授丁远和金融学助理教授张华的研究，荣获了由爱墨瑞德与中国管理研究国际学会（IACMR）颁发的中国地区管理学研究基金奖。他们与华东理工大学商学院宋渊洋共同撰写的《管理层在职消费：浪费还是激励？》一文，是摘取（该学会）2012年高度赞扬奖的两篇论文之一。作为学术机构，中国管理研究国际学会拥有来自全球近百个国家的6000余位会员，致力于中国背景下管理知识的创新和传播，旨在为中国管理学研究者提供一个交流观点和分享经验的论坛，促进海内外管理学研究者的国际合作。学会每年6月颁布获奖名单。

中欧国际工商学院运营和供应链管理赵先德教授与人合著的论文获得了克里斯·沃斯最佳论文奖，该奖项用以表彰在EurOMA（欧洲运营管理协会）会议上发表的优秀论文。EurOMA立足于欧洲，是一个为持续发展运营管理最佳方法的研究者和实践者创办的国际交流平台。赵教授的论文题为《吸收能力和大规模定制能力：消费者和供应商作为知识源所发挥的作用》，调查了从消费者和供应商处获得的



蒋炯文教授 Prof Chiang Jeongwen

Efforts to boost CEIBS' research capabilities are bearing fruit, as evidenced by the many prestigious international awards recently earned by faculty for their work on a variety of subjects including financial markets, consumer behaviour, supply chain management, and HR management. There were four award wins announced this June and one in July.

Research by Cathay Capital Chair in Accounting Ding Yuan and Assistant Professor of Finance Zhang Hua received the Chinese Management Research Fund Award from Emerald and the International Association for Chinese Management Research (IACMR). Their project, entitled "Managerial Perks: Are They Costs or Incentives", is co-authored with Yuanyang Song of the School of Business at East China University of Science and Technology and it is one of two award runners up. The IACMR is a scholarly association, with over 6,000 members from almost 100 countries around the world, dedicated to the creation and dissemination of management knowledge with a focus on China. It aims to provide a forum for Chinese management researchers to exchange ideas and experiences, and to facilitate international collaboration between management researchers

in and outside of China. Their award was announced in June.

A research paper co-authored by CEIBS Professor of Operations and Supply Chain Management Zhao Xiande won the Chris Voss Best Paper Award, which is granted to the best paper presented at the EurOMA Conference. EurOMA is a European-based international network of academics and practitioners dedicated to the continued development of Operations Management best practices. The paper, entitled "Absorptive Capacity and Mass Customization Capability: The role of customers and suppliers as sources of knowledge", investigates how learning from customers and suppliers influences the mass customization capabilities of manufacturers, as well as the ability of manufacturers to internalize knowledge from outside sources. Prof Zhao's co-authors are Dr Min Zhang of Norwich Business School, University of East Anglia and Prof Marjorie A Lyles of Indiana University Kelley School of Business.

CEIBS Professor of Marketing Chiang Jeongwen's co-



赵先德教授 Prof Zhao Xiande



柯雷孟教授 Prof Thomas E Callarman

资讯如何对制造商大规模定制能力产生影响，以及制造商内化外部知识的能力。合著者为东英吉利大学诺维奇商学院的张民博士和印第安纳大学凯利商学院马乔里·A·莱尔斯教授。

中欧市场营销学蒋炯文教授与人共同撰写的论文《以实地研究决定消费者折扣率》，摘取了2012年保罗·E·格林奖。该奖项每年颁发一次，旨在评选《营销研究杂志》上的最佳论文，这些论文极具启迪，对于学术实践有着非凡的意义。蒋教授的论文发表于2012年12月（第48卷第1期）。合著者为美国西北大学凯洛格商学院陈宇新教授和姚松教授，杜克大学福库商学院卡尔·F·梅拉教授。

在研究中，蒋教授与合著者运用真实的电话使用数据来评估消费模式，其研究在消费者行为决策领域的一项重大挑战——折扣率的测定方面有重大突破。他们分析了移动电话的使用模式和付费套餐之间的关联，从中发现：话费的实际折扣率不及研究者之前的预期。对折扣率的高估会影响对消费者价格敏感度（低估16%）和服务提供商损益（附加收入流失高达76%）的估计。

同样是在6月，在欧洲决策科学学会（EDSI）第4届年会上，中欧运营管理学柯雷孟（Thomas E. Callarman）教授与

合著者揽获了最佳论文奖，该奖项由位于布达佩斯的国立公共服务大学赞助。论文题为《中国行业情报活动》。

论文展示了柯雷孟教授与合著者的研究成果，探索了公司处理信息以应对商业环境风云变幻（如新兴市场）的方法，以及这种调整对于（公司）长期表现的影响。结果显示，在如中国这般快速发展的新兴市场，商业环境就活跃度而言迥然相异。如果战略商业机构的情报处理符合当地实际，就能取得较好的长期组织绩效。这篇论文的合著者是欧洲商学院博士生克里斯汀·P. J. W. 库克林斯基，以及圣加仑大学罗杰·莫泽教授。

7月，中欧金融学助理教授余方与合著者获得了由2013中国金融国际年会颁发的CICF最佳论文奖，获奖文章为《文化相适性与金融信息处理》。他们调查了分析者和公司共同的文化背景对于金融市场信息不对称的影响。研究结果强调了文化作为人力资本组成元素的重要性。研究显示，文化相适性能够缓和与信息不对称对于外资企业的负面影响，尤其是那些来自新兴市场的企业。

这篇论文的合著者是上海交通大学杜倩倩和美国印第安那大学于筱芸。7月10-13日，在上海召开的第11届中国国际金融年会上，作者团队获此殊荣。今年CICF共收到参赛论文逾1200篇，其中不乏一些来自顶级研究机构的稿件，如斯坦福大学、芝加哥大学、麻省理工学院、普林斯顿大学和沃顿商学院等。



助理教授张华 Assistant Professor Zhang Hua



助理教授余方 Assistant Professor Frank Yu

authored paper “Determining Consumers’ Discount Rates with Field Studies” was selected as the recipient of the 2012 Paul E Green Award. The annual award recognizes the best article in the *Journal of Marketing Research* that demonstrates the greatest potential to contribute significantly to the practice of marketing research. Professor Chiang’s paper was published in the December 2012 (Volume 48, Number 1) issue of the journal. The co-authors are Prof Chen Yuxin and Prof Yao Song – both from Kellogg School of Management, Northwestern University – as well as Prof Carl F Mela of Fuqua School of Business, Duke University.

In their research study Prof Chiang and his co-authors used real phone usage data to assess consumption patterns, and their research made a breakthrough in overcoming one of the major challenges in studying consumers’ behaviour decisions – discount rates. They analysed the linkages between the usage patterns of mobile phone calls and the tariff plans. Their findings: the real discount rate is actually less than what researchers had assumed it would be. This overestimation in the discount rate has implications for consumers’ sensitivity

to price (an underestimation of 16%) and service providers’ bottom line (up to 76% incremental loss in revenue).

Also in June, CEIBS Professor of Operations Management Thomas E Callarman and his co-authors won the Best Paper Award sponsored by the National University of Public Service, Budapest, at the 4th Annual Conference of the European Decision Science Institute (EDSI). It was for their paper, “Industry Intelligence Activities in China”.

The paper provides the results of a study done by Prof Callarman and his co-authors that explores the ways in which firms can organize their information processing to respond to the changes in dynamic business environments such as emerging markets, and how this alignment impacts long-term performance. The results of the study indicate that business environments in rapidly developing emerging markets such as China differ substantially in their degree of dynamics. Strategic business units, therefore, achieve a better long-term organizational performance when their intelligence processes were aligned with their local environment. The paper’s co-authors are Christian P. J. W. Kuklinski, a PhD student at the European Business School, and Roger Moser, a Professor at St. Gallen University.

Then in July, CEIBS Assistant Professor of Finance Frank Yu and his co-authors won the CICF Best Paper Award given by the 2013 China International Conference in Finance for their paper entitled “Cultural Proximity and the Processing of Financial Information”. They examined how a shared cultural background between analysts and firms under coverage affects information asymmetry in financial markets. The results highlight the importance of culture as a component of human capital. The study shows that cultural proximity mitigates information asymmetry that adversely affects foreign firms, especially those from emerging markets.

The co-authors of the paper are Qianqian Du from Shanghai Advanced Institute of Finance (SAIF) and Xiaoyun Yu from Indiana University. The award was presented to the author team during the 11th China International Conference in Finance held in Shanghai July 10 to 13. This year more than 1,200 papers were submitted to the CICF for Best Paper consideration, including papers from top research institutions such as Stanford University, University of Chicago, MIT, Princeton University, and Wharton.